



Campus Recruitment's Moment of Virtualization

Talent Marketing Services

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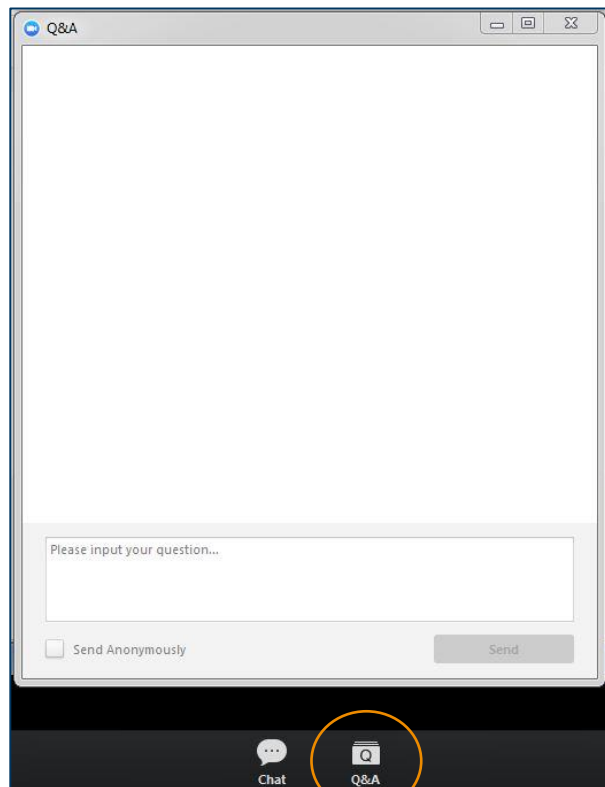


Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here



Today's Presenters



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EAB: Trusted Marketing Services Provider



Colleges and Universities



Graduate and Adult Learning



K-12 Schools

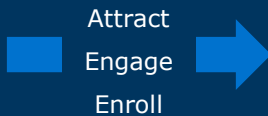


Corporations

30+ Year Market Leader in Helping Institutions Achieve Recruitment Goals



High School



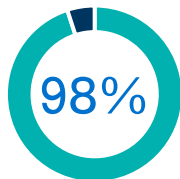
College



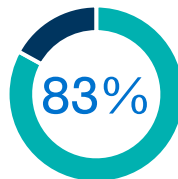
Career

Campus Recruiting Turned Upside Down

Global Pandemic Makes Effective Digital Marketing Essential





Employers plan to move campus recruiting mostly or entirely virtual this fall



Hiring events cancelled, postponed, and/or made virtual

 "CANCELED - Education Career Fair Spring 2020"

 "Amid stay-at-home order, USC to host virtual career fair for students and alumni"

 "Canceled: Urban and Environmental Planning Career Fair 2020"

 "Career Fairs Go Virtual in Reaction to Pandemic"

“ Without some sort of virtual interaction right now, hiring would be dead in the water.”

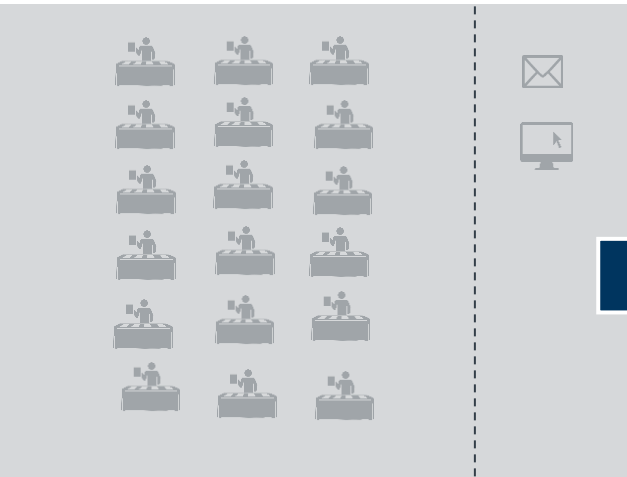
—Peter Brooks, VP, Talent Acquisition, Northrop Grumman

Digital Transformation Suddenly an Imperative



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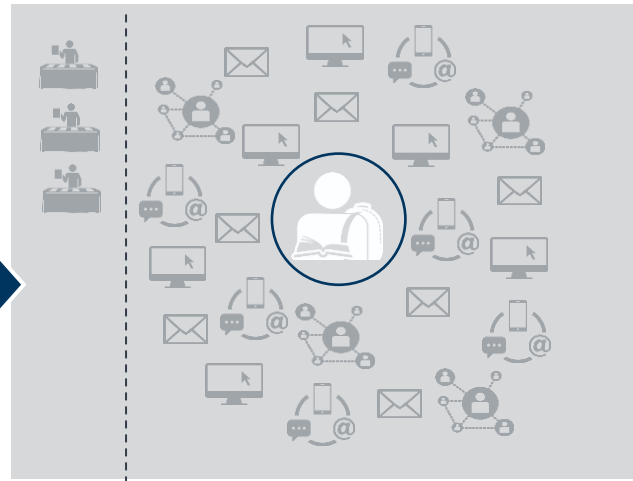
Yesterday's Event-Centric Strategy



Winning Requires...

- ✓ Career center relationships
- ✓ Strong face-to-face communication skills
- ✓ Engaging career fair booth

Tomorrow's Digital-Focused Approach



Winning Requires...

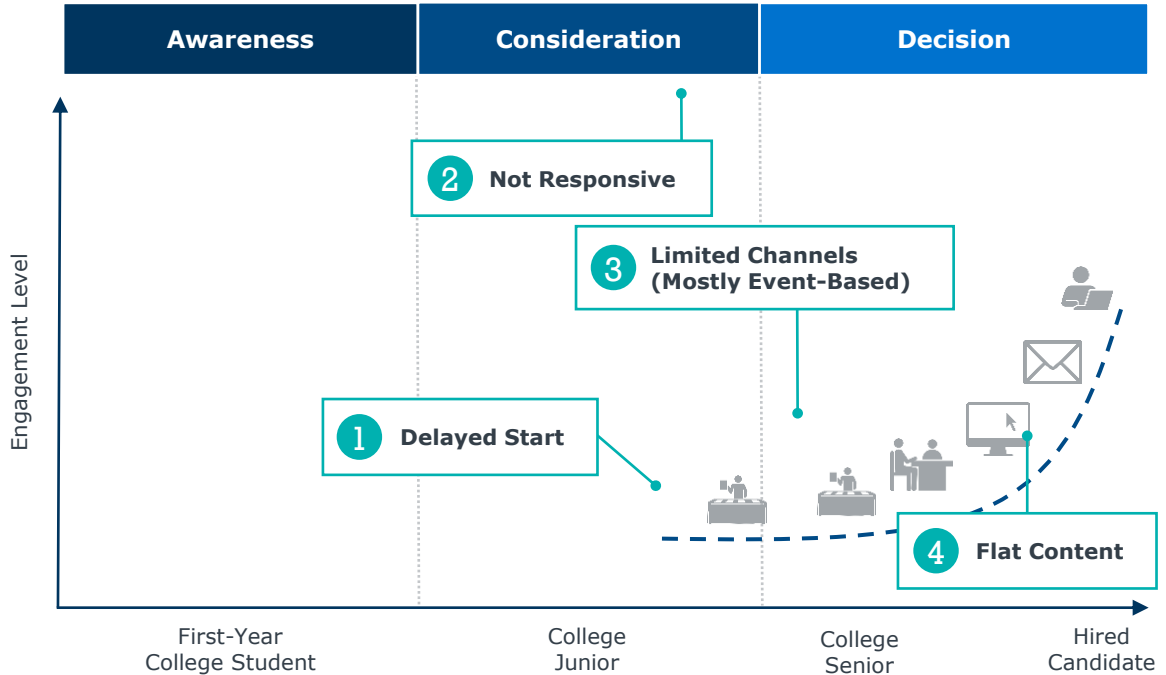
- ✓ Gen Z digital marketing best practices
- ✓ Highly-engaging digital content
- ✓ Personalized communications at scale



Traditional Campus Strategy No Longer Sufficient

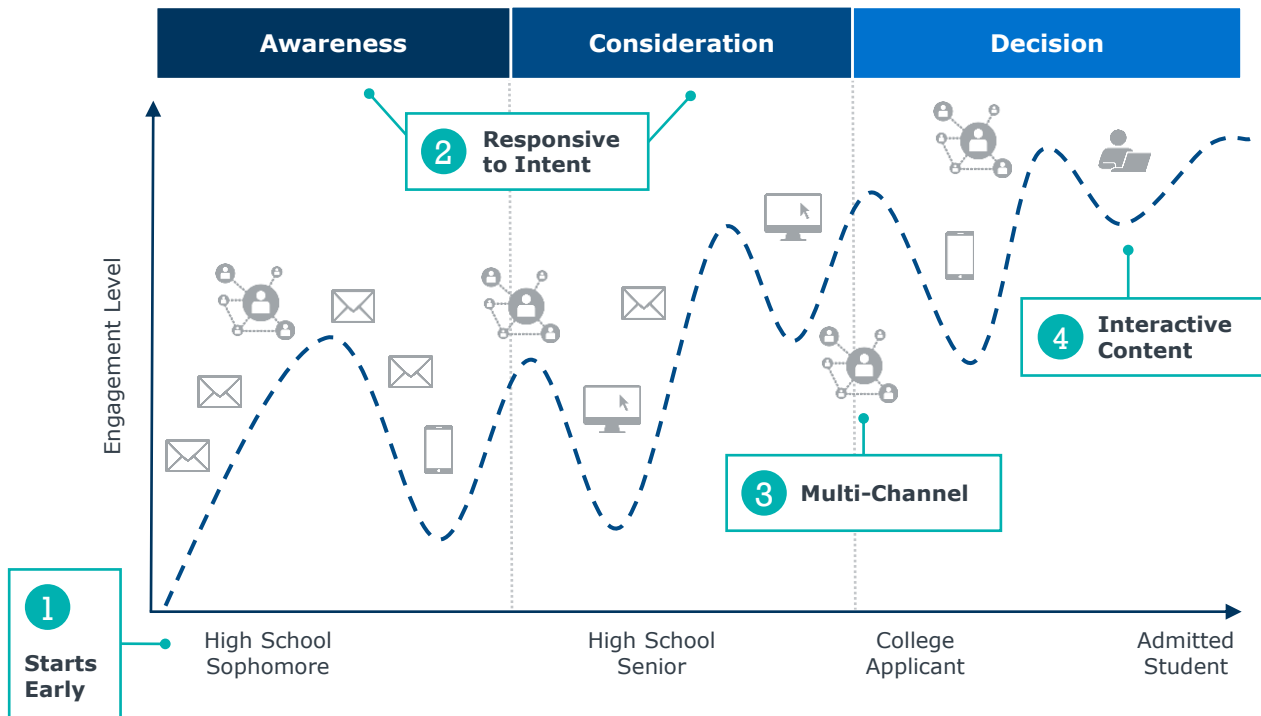
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Status Quo Not Reflective of Marketing Best Practices



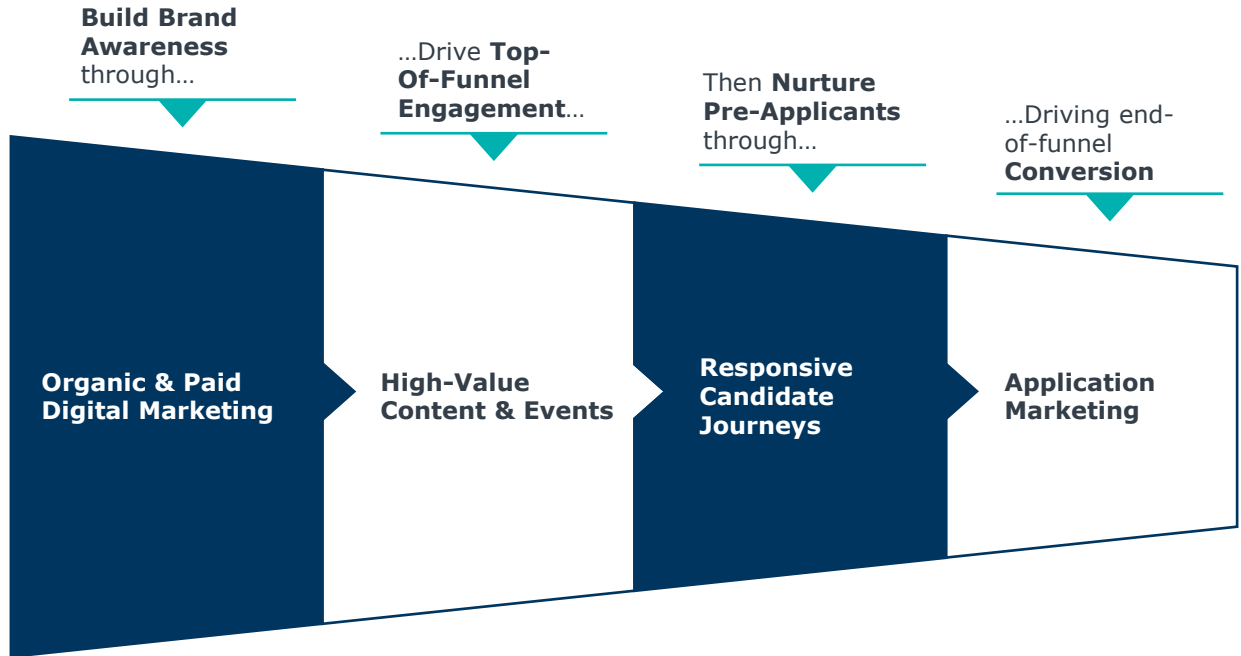
Taking a Page from Higher Ed's Marketing Playbook

Universities Taking Modern Marketing Approach to Achieve Enrollment Goals



Virtual Recruitment = Talent Pipeline Management

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Talent Marketing Services provides...



- ✓ Deep domain expertise and knowledge of best practices in engaging Gen Z



- ✓ Full management of all aspects of campaign development and deployment, including strategy, content creation, deployment, and optimization

Talent Marketing Services is not...



A branding agency



A sourcing tool



A CRM system



A recruitment marketing platform

Your Strategic Talent Marketing Partner

Hands-On Partnership Model



- ▶ Campus targeting strategy
- ▶ Full execution of digital talent marketing campaigns
- ▶ Virtual tour storytelling & production
- ▶ A/B testing to maximize performance

Targeted

Improve reach and presence with **intentional targeting strategies**



Omni-Channel

Cut through the noise by using the **right channel at the right time**



Interactive

Increase engagement by providing **different in-kind digital experiences**



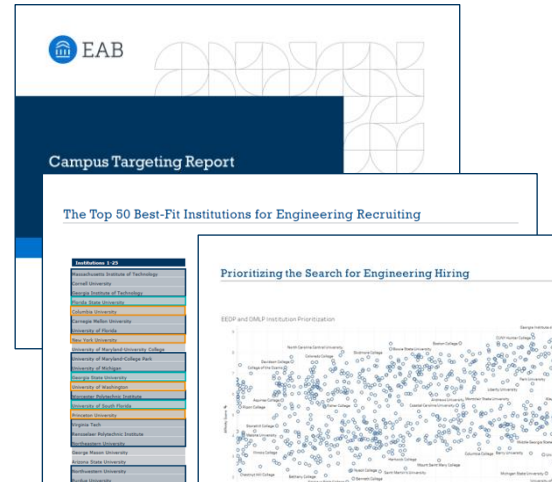
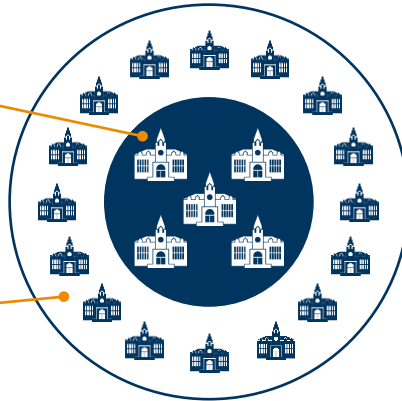
Expand Reach through Intentional Targeting

EAB Targeting Analysis Optimizes Recruitment Spend

Powered by
 Emsi

Engage top talent through earlier, more impactful marketing at **Core Campuses**

Extend reach through targeted digital marketing at **Non-Core Campuses**



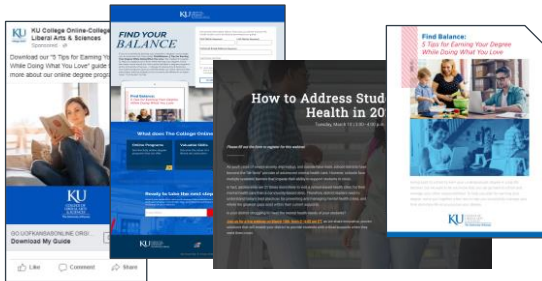
Insights from Targeting Analysis

- Performance of current core campuses
- Existing low-yield campuses to de-prioritize/transition to digital marketing
- New campuses to prioritize for diversity recruitment
- Best-fit campuses for hard-to-fill roles
- Competitor targeting strategy and relative opportunities

Multichannel, Coordinated Outreach

Multiple Marketing Touchpoints

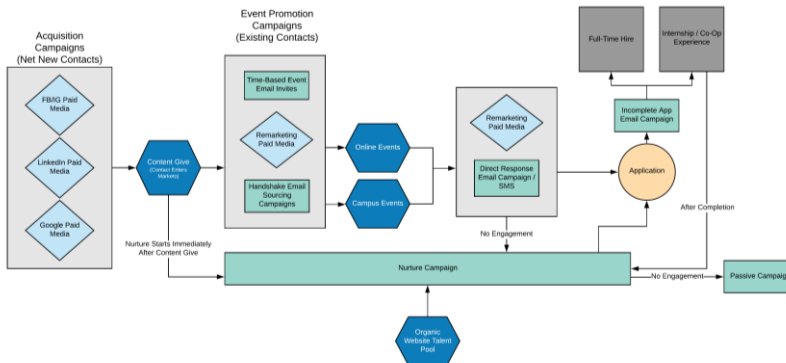
- ▶ Digital Advertisements
- ▶ Online Event Registration
- ▶ Web Landing Pages
- ▶ Content Pieces



Campaigns Aligned to Specific Talent Goals

- ▶ Build awareness among underclassmen of your early career offerings
- ▶ Change perception of your employer brand among the college audience

Coordinated Across a "Student Journey"

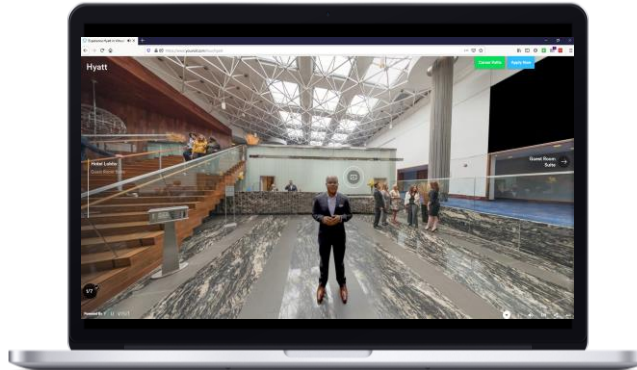


- ▶ Drive attendance to campus recruiting events (physical and virtual)
- ▶ Nurture candidates, applicants, and interns to keep relationships warm

Engage Candidates with Immersive Content

An Authentic, Digital Experience That Drives Meaningful Engagement

EAB's Virtual Experience Platform



360° photos and videos enable exploration



Clickable elements encourage participation



Embedded media highlights your Employer brand



Intelligent CTAs encourage viewers to take the next step

Unmatched Candidate Engagement and Conversion

16

10.4

minutes of
engagement

50%

higher response
rate when copy is
student-centric

22%

higher response
rate with
interactive content

317%

application lift
for virtual tour
viewers

Boost Your Virtual Strategy, Quickly

Recent Impact of One Virtual Event

54%

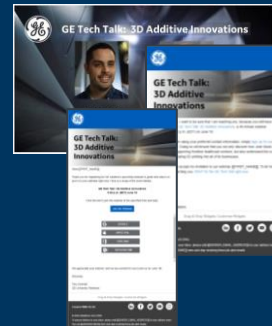
Email open
rate

719

New contacts
added to pipeline

2,287

Virtual event
attendees



WORLD BANK GROUP

HARVARD
UNIVERSITY



HYATT®

AF

UNITED STATES
AIR FORCE ACADEMY

Pilot.
FLYING J

Spectrum



UNIVERSITY
OF VIRGINIA



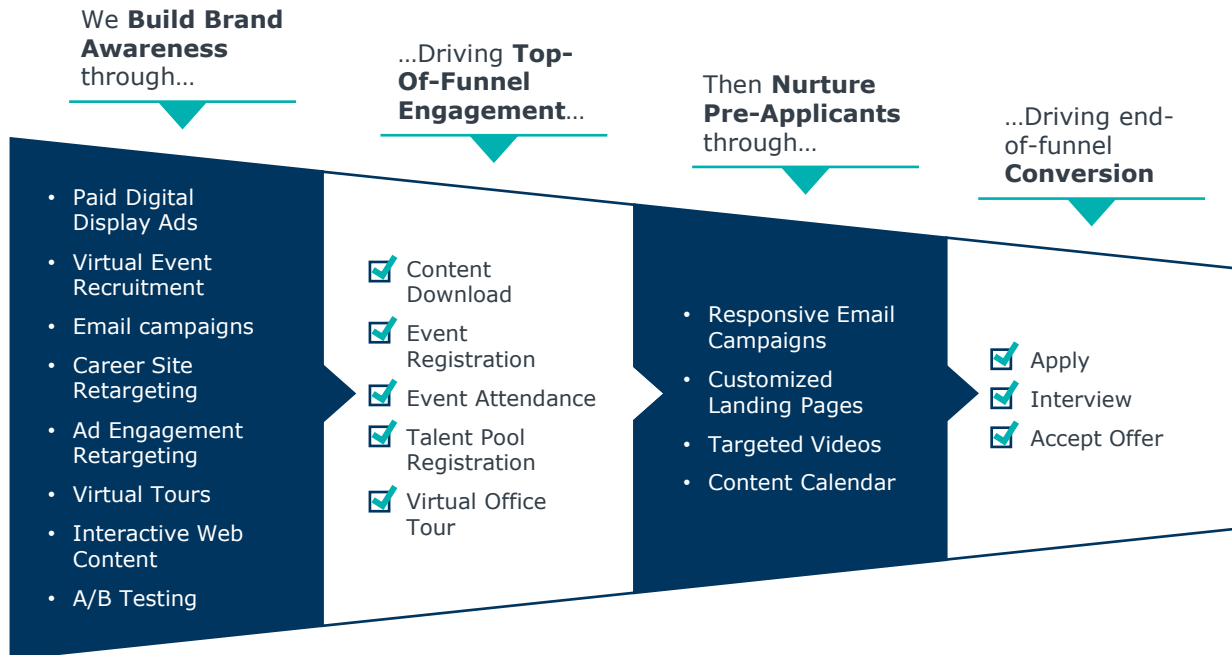
THE OHIO STATE
UNIVERSITY

Note: Metrics represent outcomes across all partners, including
higher education institutions

The Heart of TMS: Managing Your Pipeline to Yield Best Hires



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Project Milestones Across Initial Months

Estimated Timing from
Contract Start



GOALS

- Identify existing talent marketing efforts to **assess priorities and set goals**
- Surface opportunities to rationalize **campus prioritization**
- Align internal functions like **Employer Brand and IT**
- Align on specific talent engagement **campaign strategy**
- Approve **multichannel creative content**, including virtual tour concept
- Confirm **tech and analytics infrastructure**
- **Launch talent marketing campaigns**, tied to specific recruiting objectives
- Launch **virtual tour**
- **Monitor and optimize** multichannel campaigns
- **Report and synthesize learnings** back to the team



DELIVERABLES

- Strategic recommendation document
- Campus targeting analysis
- High-level workplan
- Detailed marketing plan document
- Campaign content (emails, ads, landing pages, etc.)
- Virtual tour creative brief
- Technical integration plan
- Campaign debriefs
- Analytics reports
- Virtual tour engagement metrics and analytics
- Outcomes

A 2-Minute Ask



We value your feedback

Please take a few minutes to **complete the short survey** that pops up at the close of this webinar. Thank you!



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Improve Engagement Across the Talent Funnel

What Does Success Look Like at Each Stage?

Awareness

Goals

Increased **perception as an "Employer of Choice"** by target audience

Metrics

- Talent pool volume
- Reach
- Impressions
- Click/open rate

Consideration

Goals

Increased pre-application **candidate engagement** and affinity

Metrics

- Time on career site
- Time on virtual tour
- Content downloads and event registrations
- Email nurture engagement

Decision

Goals

Increased **applications** from highly-engaged, interested candidates

Metrics

- Applications
- Interview rate
- Offer acceptance rate
- Cost per applicant and hire

Yesterday's Ambitions are Today's Imperatives



***On Every Campus
Recruitment Leader's "To
Do" List...***



**Develop a Digital
Recruitment
Strategy**



**Improve
Diversity Hiring**



**Improve Candidate
Experience**



***...Turned to "Must Haves"
in a post-COVID world...***

**Lack of In-Person
Recruiting Events**

**National Attention
on Racial Injustices**

**Limited Internal
Marketing Support**



***...Creating an Immediate
Set of Challenges***

*How will we reach
campus talent without
campus events?*

*How will we get in front
of diverse campus
talent?*

*How will we share our
unique culture and
create engaging
experiences?*